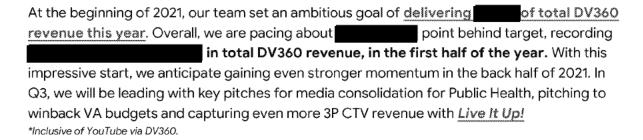
PX 155 (Google's Proposed Redactions)

Hello GAMT,



Business Highlights:

- E: In the first half of the year, G&A added an incremental + to CG&E's DVA revenue at growth rate YoY.
- captured the bulk of the revenue; however, Programmatic Guaranteed deals
 (CTV/OTT, Site Direct) have been our adding to the business. This trajectory will likely continue to accelerate with Live It Up!
 - Key accounts driving Programmatic Guaranteed (PG) revenue:
 - US Air Force (): Shifted from buying CTV properties directly to purchasing through DV360. Only military branch to buy HULU via PG.
 - GMMB/ABA (): Executed a strong video strategy to reach potential consumers and used PG to drive influence in premium environments.
 - ASPA/HHS (): Partnered with the agency to consolidate direct publisher deals (Spotify, Twitch, Vevo, Fox Sports) into the platform via Programmatic Guaranteed to take advantage of frequency management benefits.

Look Ahead: 2H'21 Key Opportunities:

- Public Health (Oppty): Revenue to be actualized closer to Q4 for Open Enrollment but we are working diligently to influence budgets during this planning period.
 - Healthcare Exchanges Oppty): Influence media agency to consolidate programmatic buying into DV360. Pitch scheduled for late July with key decision makers at the agency.
 - o State Health Departments (Oppty): Unlock programmatic revenue growth across fragmented agencies via GMP channel partners. Initial meeting with Redhouse/State Dept. of Pennsylvania completed with a follow-up scheduled for the end of July. Approach to be scaled to Duncan Channon/California Health (CTCP, CCA).
- Veterans Affairs (Pitch): In anticipation of Suicide Prevention month, the team

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- <u>provided recommendations to the VA</u> to winback paused PREVENTS budget. Key opportunities highlighted: Linear TV on DV360, CTV, Audio, YouTube Masthead and Tokyo Olympics sponsorships.
- **Live It Up:** Partner with pods to capture more 3P CTV share. Develop G&A value-delivered reporting to showcase client benefits from 3P CTV media consolidation and scale to other G&A clients.

I'm looking forward to further reviewing the above opportunities with you and your teams in upcoming 1:1s.